

## ABSTRACT OF THE DISCLOSURE

An identification code for each customer is printed on a mailing label of direct mail beforehand. After a telephone set control section (9) connects an incoming call from a customer at the other end of a telephone line (5a) to a telephone set (5), a voice recorder control section drives a voice recorder to play a message guiding the customer to refer to the mailing label and prompting the input of the identification code assigned to the customer. The identification code received by the telephone set (5) is stored in a reception code memory (15) and the personal data record corresponding to the identification code is deleted from customer database memory (19) after a code control judgment section (16) checks whether the input code has already been stored in the reception code memory (15). When a command for outputting a new set of mailing labels is input from a keyboard (3), a printer control section (20) passes the personal data records in the customer database memory (19) to a printer (21). Such automatic manipulation by the personal data management apparatus reduces the labor and time required for the maintenance of personal data and prevents further direct mail from being delivered to the customer.